



Glencoe Marketing Series

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HOSPITALITY & TOURISM

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Chapter 6

Destination Marketing

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Chapter 6

Destination Marketing

Section 6.1 Destination Markets

Section 6.2 Basics of Destination Marketing

Chapter Objectives

- Define the term *destination*.
- Discuss the concept of seasonality.
- Identify the classifications of destinations.
- Describe a destination resort.
- Identify the various businesses that promote and provide destination tourism.
- Explain the concept of perishability.
- Discuss how tourism is distributed.

What Are Destinations?

In the context of tourism, the word **destination** has a broad definition.

A destination can be any place or a town, a region, a country, or a continent.

destination the final stop of a journey, or the goal for travelers

What Are Destinations?

Some things you should know about a destination include:

- Location
- Climate
- Landscape
- Seasons
- Culture
- Languages
- Religion
- Politics

Marketing a Destination

Destination marketing takes advantage of the features a place has to offer.

Seasonality is an important concept in destination marketing.

destination marketing the process of developing, promoting, and distributing specific locations to travelers, and maintaining appeal as long as possible

seasonality the concept that certain destinations appeal to travelers at certain times of the year, based on climate and geography

Classifying Destinations

Types of destinations that attract travelers include:

- Resorts and destination resorts
- Amusement parks
- Gaming facilities
- Shopping sites
- Museums and historical sites
- National parks
- Cruise ships
- Sports, recreation, and entertainment facilities

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Resorts and Destination Resorts

A **resort** is more than a health spa.

Walt Disney World Resort® is an example of a **destination resort**.

resort a destination that provides entertainment, recreation, leisure activities, accommodations, and food for guests

destination resort a resort property in a specific location with a concentration of resources or facilities in a localized area

Cruise Ships

Cruise vacations are among the fastest-growing vacation destinations.

Some ships offer five-star luxury, while others focus on family features.

The new class of megaships carries large numbers of passengers and staff.

Cruise Ships

Cruise itineraries are expanding and changing as fast as the industry grows.

Cruise ships are not subject to the seasonality factor.

Theme cruises capture large and diverse markets.

Sports, Recreation, and Entertainment Destinations

Destinations with special events such as the Olympic Games and the Super Bowl have global interest.

Sports and recreation destinations also include ski and golf resorts.

Sports, Recreation, and Entertainment Destinations

In addition to sporting events and recreation, travelers seek live entertainment by attending concerts, theater, and ballet.

Amusement Parks

Amusement parks are considered destinations in themselves.

Modern amusement parks began with Disneyland in the 1950s.

Amusement Parks

Amusement parks are often all-in-one destinations featuring:

- Hotels
- Restaurants
- Shopping centers
- Entertainment venues
- Transportation
- Medical facilities

Gaming Facilities

Gaming is no longer restricted to Las Vegas or Atlantic City.

More than half of the states in the United States offer some type of legal gaming.

Gaming Facilities

The gaming market focuses on retirees.

Tours are packaged for people on limited budgets.

Many Las Vegas hotels and resorts have added theme-park attractions and a broad range of entertainment for all age groups.

Factors that have contributed to the pastime of recreational shopping include:

- Outlet shopping malls
- Mega-malls
- Malls featuring entertainment and amusement park rides

Museums and Historical Sites

People are fascinated by history, art, science, and nature.

Museums and historical sites are among the world's most popular and most visited destinations.

The natural wonders of Yellowstone, Yosemite, and Grand Canyon national parks have inspired tourists since the late 1800s.

Botanical gardens are another type of destination.

Promoting a Destination

Destination marketing plays a key role as locations go in and out of fashion.

Marketing to special-interest groups is different from marketing to people who are looking for a spa vacation or a destination resort.

Cruising the Net

A Web site is an important tool for a hotel or resort that is marketed as a travel destination. But a well-designed, user-friendly Web site can be even more important when marketing multiple destinations.

Carnival Cruise Lines redesigned its Web site to do just this. In addition to adding streaming video and 360-degree virtual ship tours, they have added a port-of-call search engine. This database features more than 1,000 pages of information about each port along each cruise route.

For more information, go to marketingseries.glencoe.com.

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6.1 Quick Check



1. What are destinations? Describe several types of destinations.
2. What is a destination resort?
3. What is meant by the term *shoulder season*?

Tourism Providers and Promoters

Businesses and organizations that market and promote destination tourism include:

Travel
agencies

Tour
operators

Convention
and visitors
bureaus (CVB)

Trade and
government
organizations

Travel Agencies

Travel agents know about travel products and have access to information that may be unavailable through other sources.

Travel agents also act as intermediaries for airlines, hotels, cruise lines, and other hospitality providers.

Travel Agencies

A travel agent may be an **intermediary** who gets paid by **commission**.

intermediary an agent who does not work directly for a travel provider but sells his or her products for a fee

commission a fee or payment based on a percentage of products sold

Travel Agencies

Responsibilities of travel agents include:

- Knowing current fares
- Knowing pricing structures
- Knowing package promotions
- Knowing rules and regulations and travel warnings
- Knowing emerging destinations

Tour Operators

A tour operator, or tour wholesaler, assembles and markets many travel products as a travel package that is promoted to the public for one all-inclusive price.

Tour Operators

Tour operators can negotiate preferred or discounted rates with suppliers.

Tour operators must market their packages to the appropriate audience due to perishability, or the tendency of a product to be unusable after a certain amount of time.

Tour Operators

Tour operators are an important link in the **channel of distribution** for travel products and services.

channel of distribution
the path a travel product or service takes from the producer to the consumer, or traveler

Tour Operators

For example, if a couple wants to go to an exotic destination for their honeymoon, the travel agent may provide them with a brochure from the “Too Good To Be True” tour operator.

The tour operator uses the travel agent as a *channel of distribution*.

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Convention and Visitors Bureaus

In large metropolitan areas, travel and tourism marketing is provided by a **convention and visitors bureau (CVB)**.

convention and visitors bureau (CVB)
an organization that works with meeting planners to provide tourist information services to business and leisure travelers

Trade and Government Organizations

Trade associations are membership organizations that sponsor marketing campaigns, promote destination tourism, and offer education and training to their members.

Trade and Government Organizations

Trade organizations lobby governments for the advancement of causes that have a direct impact on their individual industries.

Trade and Government Organizations

Many countries have government agencies that promote tourism.

This type of agency is known as a *national tourism office*, or NTO.

Trade and Government Organizations

A state or provincial organization is responsible for promoting the entire state or province as a destination.

This type of promotion can generate revenue that goes back into the state economy and employment sector and continues to fund tourism promotion.

Sharing Marketing Duties

Each business or organization uses different strategies to attract visitors to a region to promote and maintain destination tourism as a source of revenue.

Chapter 6

6.2 Quick Check



1. What does an intermediary do?
2. What is the definition of perishability?
3. What is the purpose of government tourism agencies?

Checking Concepts

1. **Define** the term *destination marketing*.
 2. **Name** three summer destinations.
 3. **List** three types of destinations.
 4. **Describe** a resort.
4. A resort is a destination that provides entertainment, recreation, leisure activities, accommodations, and food for travelers.

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Checking Concepts

5. **Name** one travel/tourism organization that may be sponsored by the government.
 6. **Describe** a situation to illustrate the perishability of tourism.
 7. **Identify** the channel of distribution for a travel brochure.
7. The channel of distribution for a travel brochure is the path it takes from the producer of the brochure to the traveler. If a travel agent distributes the brochure, that agent is the channel of distribution.

continued

Checking Concepts

Critical Thinking

8. **Explain** why you think theme cruises are popular as destinations.

8. Theme cruises are popular because they offer the amenities of a cruise ship plus theme-related activities that give passengers opportunities to pursue their special interests. Accept all reasonable answers.



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